

Chain of the Year – less than 20 outlets



PRIDMORE WINS CHAIN OF THE YEAR (LESS THAN 20 OUTLETS)
L-R: **Clare Bolding**, **Shaun Pridmore** (Director, Pridmore Bookmakers), **Roy Pridmore** (Director, Pridmore Bookmakers), **Brest Dolan** (Head of Customer Relations, SIS)

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This Betview Awards is a fabulous endorsement of the way we operate. Our focus is very much on customer service and staff training and it's paid off

Shaun Pridmore, Director - Pridmore Bookmakers

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Pridmore Bookmakers

After selling off 19 shops in 2006, Pridmore Bookmakers started again from scratch and opened 15 shops using their hard-won experience to ensure they built a strong business where the emphasis is firmly on providing excellent customer service. 'This Betview Award is a fabulous endorsement of the way we operate,' said Shaun Pridmore. 'Our focus is very much on customer service and staff training and it's obviously paying dividends. We're very pleased to have won but we were quietly confident as we have a great team across our estate that we've built up over the years.'